

THE LAS VEGAS CHAMBER OF COMMERCE MAGAZINE

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| MARCH 2011

Business Voice

WHY
REFORM
MATTERS

Las Vegas Chamber
of Commerce

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Chairman's Message



Michael Bonner
 Chairman of the Board

The 2011 session of the Nevada Legislature is in full swing, and your Chamber is an active, vocal presence in Carson City, monitoring business-impacting legislation and advocating for the best interests of Southern Nevada's business community. We are at a critical point in our state's history, and the decisions made by the Legislature in this session will have long-term implications not only for our economic recovery, but for the long-term stability of our business community, too.

Our cover story in this issue of *The Business Voice* is dedicated to the need for reform in state and local government as well as education. Please take a few minutes to read the article, "Why Reform Matters," beginning on page 8 and learn about the long-term implications of the current levels of public employee pay and benefits, as well as the need to change our approach to education. These issues impact Nevada's ability to diversify our economy, create jobs and build a bright future.

In addition, there are numerous issues before the Legislature that have the potential to impact your business. I strongly urge you to be actively involved in understanding what is going on in Carson City and supporting your Chamber's efforts to promote a strong local economy that in turn, supports our business community.

During the course of this legislative session, you will receive regular communication from the Chamber's Government Affairs department with timely legislative updates from Carson City. We will monitor the progress of bills and distill the information to you, outlining the particulars of what proposed legislation could mean to your business.

From time to time, we will call upon you to contact your legislator to share your story and lend your voice to the conversation. Hearing directly from a business owner can make an impact on the outcome of a vote. So please, when you receive a "Call to Action" from the

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New Chamber Opportunity

GROWCO conference highlights high-profile growth strategies

Inc. brings exclusive business-building conference to Vegas April 6-8

GROWCO: Grow Your Company Conference is a three-day event created for business leaders who want to achieve sizable growth within their organization. You, as a Las Vegas Chamber of Commerce member, have an exclusive opportunity to tap into the powerful program at a special member price.

Inc.'s GROWCO Conference pulls together a dynamic program with a curriculum designed specifically for the nation's rising entrepreneurial stars. High-profile growth experts teach seminars that will give attendees actionable information with which to develop or maintain your own growth initiative.

GROWCO will help you:

- **Leverage invaluable advice.** Discover unique insights and perspectives from a world-class lineup of speakers and break-out sessions.
- **Network with leaders of today's hottest companies.** Gain access to visionaries and rainmakers who continue to make a difference growing their vision and brand.
- **Learn indispensable growth strategies.** Find out about the techniques successful entrepreneurs use to remain on top and learn how to use them to your advantage.

Highlighted Speakers:

Dan Heath - Co-author of Switch

Keith Ferrazzi - Author, Who's Got Your Back and Never Eat Alone

Stephen Hindy - Founder, Chairman and President of The Brooklyn Brewery

Ahr Van Boskirk - Vice President & Principal Analyst, Forrester Research, Inc.

Inc. Magazine GROWCO Conference

April 6-8

Cosmopolitan Hotel Las Vegas

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Chamber member registration price: \$595

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Small Business Excellence Awards accepting nominations

Nominations are now being accepted for the 2011 Las Vegas Chamber of Commerce Small Business Excellence Awards. This awards program was designed to recognize exceptional performance in the small business community. You may self-nominate or nominate a qualified business. Nominations are open to all Chamber members in good standing who have been members for at least one year. Winners of "The Biz E's" are announced at the Small Business Excellence Awards luncheon in September.

Award Categories:

- Green Business of the Year
- Minority and/or Women-Owned Business of the Year
- Non-Profit of the Year
- Small Business of the Year (5 or fewer full time employees)
- Small Business of the Year (25 or fewer full time employees)

Nevada State Bank is the exclusive sponsor of the Small Business Excellence Awards. Deadline for nominations is July 4, 2011.

For more information please contact Member Services at 702.641.5822 or visit LVChamber.com/sbea.

NEVADA STATE BANK
THE DOOR TO YOUR FUTURE



New superintendent addresses business community on March 16



Clark County School District Superintendent **Dwight D. Jones** will address the business community at the Chamber's March 16 Business Power Lunch.

As part of his remarks to the

Chamber, Jones will share his vision for the Clark County School District, discussing how he plans to improve the quality of public education in our community. He will also provide his perspective on working with the business community to strengthen our future workforce.

Learn the Three R's of building your personal brand



Mark Cenicola of BannerView.com will be the featured speaker at the Chamber's **March 9 Business Education Series**. Cenicola will teach you how to build

a personal brand that will help you garner recognition through both traditional and digital outlets. He'll also show you how to develop influence and prestige among your peers and generate a "buzz" that leads to lucrative business relationships. This program will be held in the Chamber's CenturyLink™ Conference Center. Doors open at 7:00 a.m. for registration and networking and the program runs from 7:30 - 9:00 a.m. Cost is \$30 for Chamber members and \$45 for non-members.

BES reservations taken the week of the event will be charged an additional \$5.

To secure your reservations, visit LVChamber.com or call 702.641.5822.

Chamber News continued on page 30

The Hub

Where Networking & Marketing Meet

Networking and marketing go hand-in-hand. That's why the Las Vegas Chamber of Commerce created The Hub – Where Networking and Marketing Meet. Formerly Member-to-Member Marketing Expo, this dynamic event serves as a mini trade show and networking mixer designed to forge new professional alliances for Chamber members. With nearly 100 business owners and professionals in attendance, The Hub is a terrific way to create new connections and grow your business leads in a comfortable and familiar atmosphere.

The Hub not only offers exceptional networking and marketing

opportunities – it also helps members and non-members connect with the Chamber, learn about business-building programs and services, member-exclusive benefits and Chamber events.

A free-flowing format gives you the opportunity to introduce yourself and your business and have a casual business conversation at your own pace to help you develop lasting professional relationships. Chamber Navigators will be on hand to provide information about the advantages of Chamber membership, upcoming events and to help make introductions to further enhance your networking goals.

The Hub is an excellent venue for gathering leads and starting to build long-term business connections.

Members are also invited to purchase a table top display to showcase products and services. This is a cost-effective way to promote your company to other members and attendees. Table tops are only \$100 and are available exclusively to Chamber members. Whether attending or exhibiting, your business will profit from the added exposure of this complimentary high-energy event.

The Hub kicks off on Wednesday, March 23. For more information call 702.641.5822 or visit LVChamber.com.

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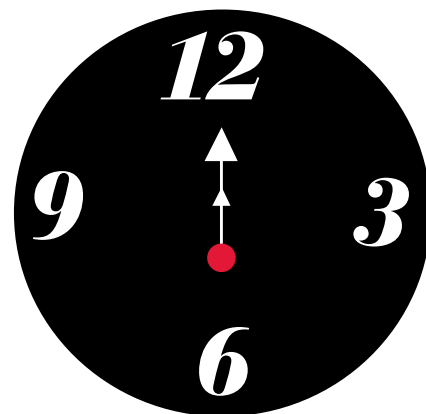
Chamber Connections adding “Noontime Networking” group

If you're looking for a fast and effective way to collect leads, build your business connections and network with other professionals, you won't want to miss being part of the newest Chamber Connections “Noontime Networking” group.

“Noontime Networking” is the second Chamber Connections group launch, due to high demand for membership. Participants meet twice every month with other members to share contacts, referrals and ideas. *The goal of Chamber Connections is to help members establish a network of peers dedicated to helping each other grow their businesses by pooling their collective contacts.* Each Chamber Connections club will have a minimum of 15 members and only one member from each business classification will be admitted to a group, which will be filled on a first come basis.

Registration for Noontime Networking opens March 1 and the first meeting will be held April 12 from 11:30 a.m. - 1:00 p.m. at the Chamber's Town Square offices. Visit LVChamber.com/programs/chamber-connections to download an application. For more information, e-mail chamberconnections@LVChamber.com.

You must be a Las Vegas Chamber member in good standing to participate in Chamber Connections.



REFORM MATTERS.

In nearly every state, to be read on the front page of nearly every newspaper, the economic problems of the last several years have forced an examination of the way we run our states, provide education to our children and services to those in need, and retrain our workforce to be competitive in a global environment.

The combination of greater needs and reduced revenue has elevated the importance of correctly and effectively spending each and every taxpayer dollar. Nowhere is this more true than in Nevada.

In past decades, when the economy in our state was leading the nation, we could afford to give our public employees raises that out-stripped the cost of living. We could afford to provide those same employees with very generous retirement benefits. Even without a top-notch education, our children could get higher-paying jobs than most, so we could allow our high school and college graduation rates to sag. We could do all those things and still thrive. And we did.

If we had known then what we know now, maybe we would have made different decisions. Maybe we would have provided local governments every opportunity to keep employee pay in line with their counterparts at the state and maybe local elected officials would have taken that opportunity and done so. Maybe we wouldn't have promised the most generous retirement benefits in the country, particularly since those promises are irreversible. Maybe we would have been more diligent in determining the causes of dwindling graduation rates and demanded changes sooner. *But we didn't.*

Because of the decisions we made, the difference between what we pay local government workers and their counterparts at the state and in the private sector is about \$1 billion every two years. We pay more than \$500 million every two years in an attempt to pay down our unfunded retirement system liability yet that liability continues to grow. We pay \$100 million for retiree health insurance, often for employees who will receive this benefit for longer than they worked for the state, and if that benefit is left unchanged the cost will grow exponentially. We don't fund the retirement health care promises we are making, creating a \$4 billion unfunded liability. We have the lowest high school graduation rate in the country and one of the lowest percentages of college graduates as well.

If we had made different choices in the past, if 10 or 15 years ago we had chosen to implement the recommendations that follow, *our situation would be different now.*

We would have enough existing revenue to fund the state's budget.

We wouldn't be talking about having to use school bond reserves or *borrowing against future insurance tax revenues* to help fill the hole in the state's budget.

We wouldn't be **choosing between reducing teacher pay or increasing class sizes** and we would have a higher high school graduation rate.

We wouldn't be faced with the specter of closing community college campuses, eliminating whole programs at the university level, and *turning away potential college students*.

We wouldn't be **choosing between caring for autistic children or adults with a gambling addiction**.

We wouldn't be facing the prospect of *closing mental health facilities* only to see those patients enter emergency rooms.

The choices we made in the past are limiting our options now. The choices we make now can, over time, expand our options, provide the best opportunity for recovery, and *return Nevada to prosperity*. Or not.

THAT IS *WHY* REFORM MATTERS

The following is the Chamber's agenda for reform that we are advocating during the 2011 Legislature:

REFORM PRIORITY

Reform the Collective Bargaining Process and Adjust Local Government Pay

Although our state has been going through the toughest economic period in our history, Nevada continues to have some of the highest paid public employees in the country, particularly at the local government level.

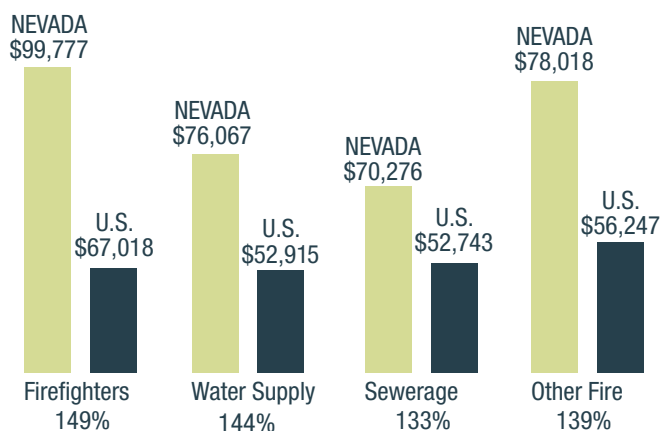
Many private sector workers took significant pay cuts in order to maintain their jobs, yet Nevada's state and local public employees are the 9th highest paid in the country, with average annual salaries that rose 2.2 percent in 2009.

While state employees earn 107 percent of the national state average, local government employees (excluding teachers) earn 129 percent of the national average. There is well over \$1 billion every two years in the difference between what Nevada pays its public employees versus the national average.

Topping the list are firefighters, earning 149 percent of the national average; water supply employees (144 percent of national average); other fire employees (139 percent of the national average); and sewerage employees (133 percent of the national average).

Beyond the question of fundamental fairness, higher-than-average pay increases Nevada's public employee retirement obligations. High salaries have also resulted in Nevada having the least public employees per person in the country, meaning there are fewer employees providing services to the people of Nevada.

Examples of Nevada local government pay *versus* national average*



FIXING THE PROBLEM

Local government pay needs to be adjusted over time, with new employees hired at wages that are competitive, but in line with their state counterparts and the private sector. Salaries for current employees should be brought in line more quickly in order to avoid laying people off.

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VYP TURNS

VEGAS YOUNG PROFESSIONALS (VYP)

is celebrating its fifth anniversary in March. VYP is the state's leading organization for up-and-coming professionals in Nevada between the ages of 21-39. VYP has been an integral force in growing business networks.

"Vegas Young Professionals has really helped to expand my business network outside of the usual social and professional circles," says Michael Iglinski, Law Offices of Stovall & Associates. "Without a doubt, VYP has been a key factor in our law firm's growth and increased brand awareness in the tough Las Vegas market."

During the past five years, VYP has grown to approximately 600 active members. Signature programs include Bigwig Lunch Time, Business 101, Excursions, and Fusion Mixers. VYP also created its own Toastmasters club and recently introduced a VYP Membership Card to offer discounts to members. All local businesses are welcome to offer discounts to VYP members through a prominent logo and link on the VYP website.

"We're incredibly proud of the success Vegas Young Professionals has enjoyed over the past five years," says VYP Advisory Council Chair Will Paccione. "We've received a great deal of support from Chamber members and business and community leaders who recognize and support the professional development of their young executives. We've also been fortunate to have many actively involved VYP members who have taken a leading role in developing programs, events and educational enrichment opportunities for the organization." Adds Paccione, "I firmly believe the contributions already being made by VYP's up-and-coming business leaders are going to have a significant impact on the long-term economic recovery of Southern Nevada."

VYP has an active Advisory Council and four committees including a

Marketing Committee, White Hot Committee, Community Outreach Committee and VYP Ambassadors.

"VYP has given me great perspective on the value of partnerships and networking," adds Travis Cochran, United Football League. "I've learned that sometimes the most valuable people to your organization are not in your organization - they're the great people you meet at mixers and committee meetings."

SOME OF THE BENEFITS OF VYP MEMBERSHIP INCLUDE:

- Networking with young professionals throughout Southern Nevada
- Learning from top executives and industry leaders
- Creating valuable business networks
- Enjoying behind-the-scenes tours of innovative local businesses
- Developing your professionals skills

"I can't put a price on what VYP has done to assist in sharpening my ability to speak to individuals of all age groups," says Sam Blyveis, Telesphere Networks. "Everyone has done a fantastic job evolving the organization, and I look forward to growing with the group in the years to come."

To learn more about being involved with Vegas Young Professionals, contact **Joanna Rodriguez at 702.735.2196 or e-mail jrodriguez@LVChamber.com**. You can also visit VegasYP.com for information on membership and sponsorships, as well as links to all of VYP's social media portals, including Facebook, Twitter, LinkedIn, Flickr, YouTube and the VYP blog and RSS feed.



The Faces of Innovation



Tom Letizia
Chairman of the Board
Founded Ad
Agency in 1974.



Marla Letizia
Chief Executive Officer
Founded Big Traffic
Mobile Billboards®
in 2001.



Chris Paniagua
Director of Digital Services
Formed Digital
Services Division
in 2010.



Sam Seegars
Production Manager
Expanded Video
Production to
include High
Definition in 2011.



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Today's economic recession is often compared in many ways to the Great Depression that lasted from 1929 until the late 1930s. The severe economic depression preceding World War II is historically viewed as the longest and most widespread economic downturn of the 20th Century. Unemployment was rampant, virtually all industries were negatively impacted and personal income dropped dramatically. Yet, it was a turning point for Las Vegas. So what made business leaders of 1930 believe Las Vegas would not only survive the Depression, but emerge even stronger?

In the early 1920s, Las Vegas was struck by its own mini depression as the railroad's presence diminished, taking with it many jobs and a major source of revenue for early Las Vegas. That departure forced the day's Chamber leaders to seek other avenues of development.

Economic diversification was the topic of the day – how to diversify the economy, create jobs and build for the future. An early 1930 *Las Vegas Review-Journal* editorial was printed that read, in part,

“WE BELIEVE THAT LAS VEGAS TODAY STANDS ON THE VERY THRESHOLD OF THAT UNPARALLELED DEVELOPMENT FROM WHICH SHE IS TO EMERGE THE METROPOLIS OF THE STATE OF NEVADA AND ONE OF THE GREAT INDUSTRIAL CENTERS OF THE WEST.”

GREAT DEPRESSION LIFTED TO NEW HEIGHTS

By 1930, Las Vegas had a population of about 5,100. In 1931, Nevada Governor Fred Balazar signed laws approving “wide open” gaming, which opened the doors for the expansion of Las Vegas’ burgeoning gaming industry.

Pushing for construction of Hoover Dam became another way business leaders, Chamber officials and lawmakers worked together to ensure job and business-building opportunities continued to be available in Las Vegas as the Great Depression raged on.

Construction of Hoover Dam began in 1931 and lasted through 1936. Built during the height of the Great Depression, more than 21,000 construction workers brought their families to the desert of Black Canyon to construct what was then the largest dam of its time. Between 3,500 and 5,200 workers toiled each day laying the 6.6 million tons of concrete.

It was not only construction of Hoover Dam that helped Las Vegas find its way through the Great Depression. In 1932, opportunities for the business community continued to expand as Pat McCarran’s election to the U.S. Senate led to Las Vegas being granted a number of federal projects through President Franklin Roosevelt’s New Deal. These included funds for municipal improvement projects, which led to the creation of business and job growth.

Several other projects already in the works were completed during this time as well, including the federal courthouse and U.S. Post Office at Third and Stewart, projects that were championed by the Las Vegas Chamber of Commerce. Major highway projects were also continued, including Highway 91 from Los Angeles to Salt Lake City. The road that is now the famous Las Vegas Strip was part of that highway, a foundation for the lifeline that would allow the valley’s tourism and gaming industries to flourish.

Las Vegas business leaders appreciated the increased business the Dam brought into the area, but were concerned about what would happen when construction was completed. Chamber officials were among the leaders who promoted tourism of the Dam as a viable industry and continued to support new federal projects that would provide residents with steady employment.

Community leaders also looked for ways to be part of the U.S. military efforts in

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Amy Ayoub



Chuck Bowling



Ray Enama



Susan Macke



Sylvia Young

Andy Abboud
Vice President of
Government Relations and
Community Development
Las Vegas Sands Corp.
(LVSC)

Possessing some of the most diverse political experience in the gaming industry, Andy Abboud's duties include managing the political and governmental affairs for LVSC along with aiding in the company's expansion efforts and development projects. Abboud has been instrumental in instituting The Venetian and LVSC's political and community development activities. He also organized the charitable arm of the Las Vegas Sands Corp. 501(c)(3) charitable foundation, the Sands Foundation.

Amy Ayoub
President & Owner
Moving People to Action®

A lifelong Las Vegas with three decades of experience in the business world, Amy Ayoub is lauded as one of Nevada's most innovative networkers. With Moving People to Action®, Ayoub utilizes her skills as a speaker,

trainer and motivator to help clients identify their passion and then articulate it in a confident and compelling manner. She is a certified public speaking coach, a 1991 graduate of Leadership Las Vegas and was the first woman to be appointed to the Nevada State Athletic Commission.

Chuck Bowling
President and Chief
Operating Officer
Mandalay Bay

Chuck Bowling leads the Mandalay Bay Resort & Casino, a AAA Four Diamond resort. He is responsible for all operations at the 4,300-room resort including the 1.7-million-square-foot Mandalay Bay Convention Center and boutique luxury property THEhotel. Prior to September 2010, Bowling served as executive vice president of sales and marketing for MGM Resorts International where he provided executive oversight for company sales strategies, Internet marketing, industry relations, MGM Resorts Events and the corporate contact center.

Ray Enama
Nevada Training
Coordinator
UC San Diego Extension -
OSHA Training Institute

Ray Enama currently serves as the UCSD OTI Nevada Training Coordinator and the Region IX UCSD OTI Construction Director. A national expert in electrical safety, Enama oversees all of the UCSD OTI electrical safety courses. Retired from the electrical utility industry with more than 40 years experience in safety, operations and maintenance, Enama is also a proud veteran of the United States Marine Corps (1994) with more than 20 years active and reserve service.

Susan Macke
Chief Marketing Officer
International Game
Technology (IGT)

Susan Macke joined IGT as the company's chief marketing officer in February 2010. Prior to her role with IGT, Macke served as vice president of global marketing for Hewlett-Packard's Personal Systems Group. She has extensive experience in

the telecommunications and IT industries, leading customer-focused marketing strategies, brand development, integrated marketing communication and thought leadership on a global scale.

Sylvia Young
Chief Executive Officer
Sunrise Hospital &
Medical Center

Sylvia Young, a 25-year veteran of the healthcare industry, is the market president for the Sunrise Health System comprised of Sunrise Hospital, Sunrise Children's Hospital, MountainView Hospital and Southern Hills Hospital. Young also serves as CEO for Sunrise Hospital and Sunrise Children's Hospital. She is responsible for the daily operations of the 700-bed acute care facility. Young was recently named one of the "Top 25 Women in Healthcare" nationally and is the 2012 President-elect of the Nevada Hospital Association.

President's Club

New Members

Plaza Bank

Jennifer Houck
Margarita Estrada
Wayne Jau
Brian Schumacher
Ali Rizvi

UC San Diego Extension
OSHA Training Institute

Raymond Enama
Scott Mac Kay
Brandon Chavez

Executive Level

New Members

ADT Security Services, Inc.

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Matt Boyd
Manny Saldana

Aloha Pacific FCU

Wallace Wantanabe
Terrena Kaimimoku
Charles Dennis
Dan Cloninger

AppleOne Employment Services

Kelly Young

Canterbury Wealth Advisors, LLC
National Retirement Security Plan

Bob Bruderman

Fischer Sanders, LLP

David Sanders

Raymond James Financial
Services, Inc.

Stephen Johnson

Ted Wiens Tire & Auto Centers

Jennifer Marshall

Executive Level

Tom Axtell **General Manager** **Vegas PBS**

Tom Axtell has worked at broadcast stations in Minneapolis/St. Paul, Fargo/Morehead, Spokane, and Milwaukee. Prior to his career in broadcasting, Axtell served as a college vice president for advancement, legislative aid to a state senator, political campaign manager, and swimming coach. Axtell currently serves on several Nevada boards and councils including the Nevada Broadcaster's Association, Nevada Atomic Testing Museum and United Way of Southern Nevada.

Randy Char **Vice President, Sales & Marketing** **Ryland Homes**

Randy Char currently oversees all sales, marketing and merchandising operations for the Las Vegas division of Ryland Homes. He has worked in the private and public homebuilding sector throughout the Southwest region for the past 15 years. Char holds a bachelor's degree from the University of California at San Diego and an executive MBA from Pepperdine University.

Stefan Gastager **President** **Hofbräuhaus Las Vegas**

Stefan Gastager visited Las Vegas in 2000 and decided to introduce high-quality Bavarian food, premium beer and coziness - "Gemütlichkeit" - to the country at a location that would appeal to tourists and locals. Partners Klaus Gastager, Franz Krondorfer and Anton Sinzger spent three years making Hofbräuhaus a reality. They have created an authentic replica of the Munich Hofbräuhaus that was originally commissioned in 1589 by King William V.



Tom Axtell



Randy Char



Stefan Gastager



Douglas (Doug) T. Geinzer



David Lopez



William M. Nelson



Dr. Jimmy John Novero



Diane Steenman



Stan Wade



Kelly Young

Douglas (Doug) T. Geinzer **Chief Executive Officer** **Southern Nevada Medical Industry Coalition**

Doug Geinzer is an influential leader in the healthcare employment arena. He has built and sold several media and employment-related businesses since he moved to Nevada from Pittsburgh, PA. Geinzer currently serves as vice president of the Chamber's Business Council and sits on the boards of the American Heart Association and the Governor's Workforce Investment Board for the State of Nevada.

David Lopez **Chief Operating Officer and Interim Chief Executive Officer** **Shuffle Master, Inc.**

David Lopez joined Shuffle Master, Inc. in 1998 as a market research analyst. Lopez has overseen 10 corporate divisions, departments and entities worldwide throughout his 13-year tenure. He has played an instrumental role in the growth and profitability of the company.

Lopez and his family are heavily involved in their church.

William M. Nelson **Shareholder** **Piercy Bowler Taylor & Kern**

William (Bill) Nelson is involved in all areas of accounting and auditing for Piercy Bowler Taylor & Kern. Nelson holds a BS in Accounting and is CPA certified in Nevada and California. He is active in the community participating in several youth sports programs and boy scouting, and is a member of Board of Trustees for the Las Vegas Chamber of Commerce.

Dr. Jimmy John Novero **Novero Neurology, LLC**

Dr. Jimmy John Novero has been a resident of Las Vegas since 2004 and has been practicing neurology since 1999. He served as an officer and major in the United States Air Force, acting as the chief of the department of neurology at Nellis Air Force Base from 2004-2008. Dr. Novero is board certified in neurology with sub-specialty interests

including electrophysiology and electromyography.

Diane Steenman **Vice Chair** **SCORE Association - Chapter 243**

SCORE is a national volunteer organization of retired business executives who work with individuals to start, grow and turn businesses around. Diane Steenman has more than 30 years of experience in assisting companies optimize performance. She has used her expertise in strategic planning, sales, productivity improvement and cost reduction to create a track record of quantifiable, bottom line results in hospitality, travel, entertainment, property management and call center businesses.

Stan Wade **Attorney** **Wade Law Group**

After graduating magna cum laude with a degree in business management from the Park University, and earning his JD from California Western School of Law in 2001, Stan Wade,

a veteran of the U.S. Air Force, moved to Las Vegas where he began his career as an insurance defense attorney. After several years of complex litigation, arbitrations and mediations, The Wade Law Group was born with the idea to provide personal attention to specific individual needs.

Kelly Young **Divisional Vice President** **AppleOne Employment Services**

Kelly Young serves as the Mid-Southwest Divisional Vice President for AppleOne, a division of The Act 1 Group, the nation's largest privately-held, women-owned business organization. Young has been in the employment services industry for more than 15 years. She is known and respected for her expertise in employment and market trends in Nevada, Arizona, Colorado and Utah. Through her leadership, Young has developed the number one region within AppleOne.

Events March

Two easy ways to register for Chamber events:

Log on to LVChamber.com and find your event on the Event Calendar, or call Member Services at 702.641.5822.

2 Wednesday

SCORE Counseling

SCORE counselors will be on hand to provide FREE one-on-one help sessions exclusively for Chamber members. Expert business professionals will help you assess your business concerns and provide you with the advice, tools and resources you need to keep your business operating in this slow economy.

1:00, 2:00, 3:00 & 4:00 p.m.,

One member per time slot.

CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. S., Ste. 300, 89119 (at Town Square)

Complimentary, Chamber members only.



4 Friday

Chamber Day at Las Vegas Motor Speedway

Join us for an exciting and unique networking opportunity at the Las Vegas Motor Speedway, where you will be able to mix and mingle with Las Vegas Chamber of Commerce Board of Trustees, fellow Chamber members, as well as top vendors of Office Depot.

10:00 a.m. - 1:30 p.m. Networking & program

Las Vegas Motor Speedway,
7000 Las Vegas Blvd. N., 89115

\$40 for Chamber members only.



8 Tuesday

Education Action Committee

High quality education is an essential element of a healthy, growing economy. The Education Action Committee will bring together business people and educators to collaboratively address the issues facing the K-12 and higher education systems in Las Vegas.

2:00 - 4:00 p.m.

CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. S., Ste. 300, 89119 (at Town Square)

Complimentary, Chamber members only.

9 Wednesday

The 3 R's of Building Your Personal Brand - Business Education Series



Apply the three R's to building a successful image within a company as well as presenting that image outside to the general business community. Discover

how as Mark Cenicola of BannerView.com strips away all the hype and gives his take on building a brand that follows you no matter where you go.

7:00 - 7:30 a.m. Registration,
networking & continental breakfast

7:30 - 9:00 a.m. Program

CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. S., Ste. 300, 89119 (at Town Square)

\$30 for Chamber members, \$45 for non-members, \$55 for walk-ins.



9 Wednesday

Chamber Voices Toastmasters

Looking for a way to improve your communication skills in both your personal and professional life? The Chamber Voices Toastmasters group is open to all members to aid in the development of speaking, presentation and leadership skills.

10:45 a.m. - 12:00 p.m.

CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. S., Ste. 300, 89119 (at Town Square)

\$45 every six months, guests always complimentary.



10 Thursday

Minority and Women Owned Businesses Action Committee

Las Vegas is a diverse community, and that diversity is reflected in its business community. The Chamber's Minority and Women Owned Businesses Action Committee will address improving ways to assist MWBE's doing business in Southern Nevada.

9:00 - 11:00 a.m.

CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce,
6671 Las Vegas Blvd. S.,
Ste. 300, 89119 (at Town Square)
Complimentary, Chamber members only.

15 Tuesday

Free Legal Solutions for Small Business

Attorneys from the law firm of Holland & Hart will provide legal counseling to Chamber members. Lawyers will be on hand to provide counseling on commercial business transactions, employment matters, contract law, litigation, intellectual property law, bankruptcy and tax, among other areas.

Appointment times: 6:00 - 6:50 p.m., 7:00 - 7:50 p.m., Two members per time slot.

Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. S., Ste. 300, 89119 (at Town Square)
Complimentary, Chamber members only.
Advanced registration required.



16 Wednesday

SCORE Counseling

SCORE counselors will be on hand to provide FREE one-on-one help sessions exclusively for Chamber members. Expert business professionals will provide you with the advice, tools and resources you need to help your business operating in this slow economy.

9:00, 10:00 & 11:00 a.m., One member per time slot.

CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. S., Ste. 300, 89119 (at Town Square)
Complimentary, Chamber members only.

16 Wednesday

Business Power Lunch

Featuring Clark County School District Superintendent Dwight D. Jones. The new superintendent will discuss how he plans to improve the quality of public education in our community and work with the business community.

11:30 a.m. - 12:00 p.m. Registration 12:00 - 1:00 p.m. Program

The Four Seasons, 3960
Las Vegas Blvd. S., 8911

\$50 for Chamber members, \$65 for non-members.



RSVP policy

The Chamber RSVP policy encourages early registration for popular programs and allows our event partners adequate time to prepare for functions. Any reservation made the week of an event will be subject to a \$5 surcharge, so please register early.

23 Wednesday

The Hub: Where Networking & Marketing Meet

With nearly 100 business owners and professionals in attendance, The Hub provides an extraordinary opportunity to develop lasting professional relationships, gather leads and expand your social network at this high-energy event. Capture information on member benefits, events and discounts available through your Chamber membership.

4:00 - 6:00 p.m.

CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. S., Ste. 300, 89119 (at Town Square)
Complimentary, \$100 for Table Top display.



23 Wednesday

Chamber Voices Toastmasters

Looking for a way to improve your communication skills in both your personal and professional life? The Chamber Voices Toastmasters group is open to all members to aid in the development of speaking, presentation and leadership skills.

10:45 a.m. - 12:00 p.m.

CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. S., Ste. 300, 89119 (at Town Square)
\$45 every six months, guests always complimentary.



30 Wednesday

New Member Breakfast

Start your new Chamber membership off right at this exclusive event for all new members of the Chamber. Each participant will have the opportunity to introduce themselves and their business and network in a friendly and upbeat atmosphere. Bring plenty of business cards!

7:00 - 7:30 a.m. Registration & networking

7:30 - 9:00 a.m. Program

CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. S., Ste. 300, 89119 (at Town Square)
By invitation only, Complimentary.



31 Thursday

Turbo Networking

Turbo Networking provides a fun, fast, and very productive way to maximize your time and business contacts through facilitated round table discussions. You will have great conversations with a minimum of 20 people who think outside the box to provide you with business leads.

8:15 - 9:00 a.m. Registration & Continental Breakfast

9:00 - 11:00 a.m. Program

DirectBuy of Las Vegas, 6420 S. Cameron St. Ste. 200, 89118
\$35 for Chamber members, \$50 for non-members.

RSVP required



March Events

To RSVP for VYP events visit www.VegasYP.com

1 Tuesday

VYP Morning Buzz

Are you interested in learning more about Vegas Young Professionals (VYP)? Join members of VYP's Advisory Council and Ambassadors for a small, informal question and answer session. Grab your morning coffee, while learning more about VYP's membership, all of the member benefits, volunteer opportunities, sponsorship and advertising options and more! Plus, meet and greet with fellow young professionals before heading to work.

7:30 - 9:00 a.m.

Las Vegas Chamber of Commerce
6671 Las Vegas Blvd S
Ste. 300, 89119

Hosted by:



22 Tuesday

VYP Team Building Workout at Studio 222

Join VYP for a team building workout at Studio 222, a personal training company that specializes in individually hand crafted exercise programs that are easy to do. Collaborate with fellow VYPers in 3300 square feet of eco-savvy space, and put your team building skills to work with experienced trainers whose sole purpose is to help you discover how easy it is to get in shape.

6:00 - 8:00 p.m.

Studio 222, 8645 W Flamingo Rd
#104, 89147

\$15 per VYP member;
\$30 per non-member



14 Monday

VYP Toastmasters: Strip View Speakers

Exceptional communication skills are vital to success in the business world. VYP has created a Toastmasters group for all members to aid in the development of speaking, presentation and leadership skills. Help yourself and take advantage of what VYP Toastmasters can offer you.

5:30 - 6:00 p.m. Check in & networking

6:00 - 7:00 p.m. Meeting
The Platinum Hotel, 211 E. Flamingo Rd., Las Vegas, NV 89169
\$60 to join, \$36 every six months

Hosted by:



28 Monday

VYP Toastmasters: Strip View Speakers

See Monday the 14th for details
5:30 - 6:00 p.m. Check in & networking

6:00 - 7:00 p.m. Meeting
The Platinum Hotel,
211 E. Flamingo Rd., 89169

Cost: \$60 to join, \$36 every six months

Hosted by:



VYP's 5 Year Anniversary Fusion Mixer

Get ready to celebrate VYP's 5 Year Anniversary this month! Check for details at

VegasYP.com.

Cost :
\$10 per VYP member;
\$15 per non-member.



Coming Events

Girl Scouts of Southern Nevada is accepting applications for its 2011 resident summer camp season, June



3 – August 21. For more information, visit: girlscoutsnv.org.

University of Nevada Cooperative Extension is offering free training during March to enhance employability skills in the green industry. Classes will be offered in English and Spanish. For more information, contact M.L. Robinson (English) at 702.257.5529 or Marcel Fernando Schaerer (Spanish) at 702.257.5580.

The 20th **Chefs for Kids** Dinner and Auction will be held on Friday, March

25 at **Bally's Las Vegas**. The evening honors Thalia Dondero for her lifelong contributions to the children in Las Vegas. For more information, contact 702.257.5548 or Chefsforkids.org

Community Service

Dr. Joel Stokes of **Eastern Canyon Dental** has been volunteering with local school administrators to help them address the problem of bullying.

PortaJane of Las Vegas supports non-profits in the community by donating a portion of rental proceeds to a charity of the renter's choice.

Lifeguards2U donated ten lifeguard training scholarships to the Southern Nevada Chapter of the American Red

Cross to help teens get certified and find employment in the aquatic industry.

Congratulations

MountainView Hospital celebrated its fifteen year anniversary of serving residents in northwest Las Vegas.

Global Experience Specialists (GES)'s National Servicercenter earned J.D. Power and Associates Call Center Certification for the third year in a row.



Three Square, Southern Nevada's only food bank, exceeded its

2010 goal of food distribution. The organization distributed 22.2 million pounds of food and grocery products, the

Anniversaries

What's the secret to long-term success in the Southern Nevada business community? Establishing long-term and personal relationships with other professionals. What's the most effective way to do that? Membership in the *Las Vegas Chamber of Commerce*.

+50 Years
Southwest Gas Corporation 54

Congratulations to the following companies celebrating membership anniversaries in **MARCH 2011**.

+20 Years

United Blood Services	39
HELP of Southern Nevada	28
America West Airlines	27
Superior Letterpress	27
Wirtz Beverage Nevada, Inc.	27
YMCA of Southern Nevada	27
Liberty Mutual Insurance Co.-	
F. Hayden Ray	25
Las Vegas Tourist Bureau	24
March of Dimes Birth Defects	
Foundation	24
Mars Retail Group, Inc.	24
Las Vegas Ski & Snowboard Resort	22
Machabee Office Environments	22
Vegas Ideas, Inc.	21
Gambler's General Store	20

15 Years

Grand Canyon Tour Co. Inc.
J.S. & S., Inc.
Oasis Las Vegas RV Resort
Roses Commercial Cleaning
Taylor Association
Management, Inc.
TruGreen

10 Years

Advanced Biomedical Research of
America
Alan Turell Insurance
CCS Presentation Systems
Century 21 Lamonte-
Robert Lamonte Sr.
Crossroads Community Church

David Krulewitz DPM
Desert Clark County Lighting, Inc.
Domanico Construction, Inc.
E Kim Bestcare Dental, Ltd.
G.S.G. Services, Inc.
Green Valley Baptist Church
Linda Williams
Patrick Casale & Associates
Principal Financial Group
Secure Investments Group, LLC
Shade Tree Inc.,
Sunburst Fund Raising LLC
Technology Support Center, Inc.

5 Years

A Second Opinion
At Home Furniture, Inc.
Credit Guard, Inc.

Fischer's Pest Control, Inc.
Garrett Cooper Associates, Inc.
House of Blues/The Foundation
Room
Insurance & Financial Fitness
Law Offices of Bret Whipple &
Kristina Wildereld
Levi Strauss & Co.
MyNewCompany.com, Inc.
OGI Environmental, LLC
Pet Finders Alert
Ramada Las Vegas
Southwest Animal Hospital
Travel Destination Guides, Inc.
Valley Cheese & Wine
We Care Home Health Services

equivalent of nearly 16 million meals to Southern Nevadans in need.

City National Bank has won for the sixth year in a row the prestigious Greenwich Award for excellence in Business Banking and Treasury Management Services.

■ Announcements

Cashman Photo Enterprises expanded its services with the launch of Boudoir Boutique, specializing in high end, intimate photography.

B.C. LeDoux was promoted to president of **The Glenn Group**, a Nevada-based marketing communications agency. LeDoux will continue his role as creative director as well as spearhead the agency's vision and creative work.



The Las Vegas-Clark County Library District is offering its library cardholders access to songs from Sony Music's catalog through its website.

Vegas Weddings dedicated its new wrought iron "Lovescape" where couples can display their "lovelocks" to symbolically lock their love.

Dale Sprague of **Canyon Creative** was elected to the Themed Entertainment Association's Western North America Board for a three-year term.

■ Wheeling/Dealing

Grubb & Ellis Las Vegas completed the sale of a 10,320 square-foot industrial building for \$1.6 million, as well as the lease of 2,620 square feet of retail space for 68 months.



Plaza Bank opened its new branch at 8275 W. Flamingo Road and celebrated with a grand opening on February 17.

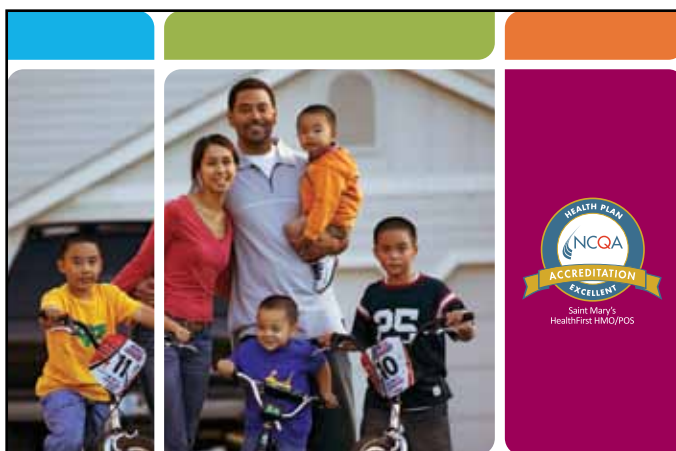
Commercial Executives represented a local law firm in the leasing of office space. The 120-month lease is valued at \$6.1 million.

CORE Construction completed construction of a

100-kilowatt photovoltaic solar power system for the College of Southern Nevada.

MassMedia Corporate Communications added four new health care clients to its roster including Anthem Pediatric Dentistry, **Good Night Pediatrics**, Northern Nevada Immunization Coalition and Mesa View Regional Hospital.

Colliers International successfully sold out Post Business Park one year ahead of schedule. The team finalized nine transactions totaling nearly \$4.5 million.



Fits your budget, meets your needs.

Our HMO products are small on out of pocket costs and big on freedom, and Saint Mary's HealthFirst is the only commercial HMO/POS plan in Nevada accredited as "Excellent" by the National Committee for Quality Assurance (NCQA). Add coverage at all area hospitals, plus an exceptional physician network and you'll agree, it's time to join. Ask your broker, or call 702-616-4931.



Saint Mary's Health Plans

A member of CHW

saintmaryshealthplans.com

Alive with possibilities.



Ribbon Cuttings



A Body in Balance



A Body In Balance offers Pilates instruction for students at all levels of experience. It specializes in private, semi-private and small group instruction. Call 702.269.9100 or visit abodyinbalancelv.com.



Administaff



Administaff's Mike Salomon and Howard Brenner celebrate their ribbon cutting at Preview with client Allan Rosenthal, CPA. Administaff serves as a full-service human resources department for small and medium-sized businesses. Please contact Michael_Salomon@administaff.com.



CCS



CCS celebrates 20 years of quality audio visual service. Founded in 1991, CCS operates in 27 cities, and is the third largest AV Integrator in the United States. CCS has AV solutions including projectors, video conferencing and smartboards. Visit ccsprojects.com.



Koncept, LLC

Koncept LLC is a brand consultancy and law firm specializing in trademarks, copyrights, licensing, and agreement formation. Koncept provides innovative solutions by strategically defining its clients' objectives from an intellectual property standpoint. Call 702.518.0075 or visit konceptllc.com.



Schalk & Associates, LLC



Schalk & Associates, LLC is a CPA firm specializing in contract CFO, tax & accounting services. We help business owners focus on their expertise, while we provide the support on financial, tax and accounting matters. Call 702.410.5609 or visit SchalkandAssociates.com.



SuperPawn

Executive

SuperPawn provides customers with financial access not offered by traditional banking institutions and serves as a great retail alternative. With 22 locations in Southern Nevada, SuperPawn offers convenient pawn loans, cash advances, money orders, wire transfers and check cashing services to help people meet their needs. Visit superpawn.com.



Circus Vargas



Circus Vargas presents the highest quality family entertainment! Uniting amazingly skilled performers with the innocence and silliness of truly comedic circus antics for a show that captivates all ages. Call 877.468.3861 or visit circusvargas.com.



Costco

Costco offers next day business delivery. Costco specializes in office, janitorial, food service, and convenience store supplies. There are four locations including, The Business Center, Summerlin, Henderson and Centennial. Visit costco.com and click on Business Delivery.



Large Vision Business Network Mixer



Large Vision Business Network Mixer, Mega Mixer Expo offers low price exhibit space to businesses who need awareness and new lead base to develop and increase new business, and exposure and visibility for your business. Call 702.639.6964 or visit pjproductionlive.com/lvbnm.html.



Proforma element 7

On January 20 the ladies of Proforma element 7 were joined by friends, community contacts and customers to help welcome them back to the Las Vegas Chamber of Commerce. Proforma element 7 provides brand management solutions, the tools and ideas your company needs to achieve branded success. Call 702.629.5911 or visit proforma.com/element7.



Vegas Weddings



Mayor Oscar Goodman and his wife, Carolyn, dedicated the new Vegas Weddings' Lovescape on Valentine's Day 2011. Commemorating their 40+ years of marriage with an exclusive Lovelock, they welcomed the day with Vegas Wedding's owners Cliff and Suzanne Evarts. Visit 702wedding.com.



Sumita Beauty

Sumita Beauty opened its new location in Las Vegas at the Fashion Show Mall. The Sumita Beauty line offers a collection of contrast pencils, brow tools and body art available exclusively through Ziba Beauty stores. Call 702.462.7980 or visit zibabeauty.com.

New Members

New Members

AAA Parking Lot Care, Inc.

Anthony Smith

AAMCO

Brian Fickett

Advancing With Us

Sondra Pariser

AppleOne Employment Services

Kristina Barrett

Linda Panaro

Sharon Borton

Raven Watson

Bella's Balloon Room

China Wheeler

Beverly Hills Rent A Car

Jenny Davis

Boys & Girls Clubs of Henderson

Ken Rubeli

The Bunker Law Group, LLC

Benjamin Bunker

Champion Drywall, Inc. of Nevada

Ed Golchuk

Christopher L. Sutter

Christopher Sutter

Circus Vargas

Katya Quiroga

CMG Promos, Inc.

Renee McCoy

Collins Management, Inc.

Marc Rose

Color Me Mine

James Arriola

Cypress Architecture & Design

Anthony Gaez

Desert Adventures

Izzy Collett

Dias Law Group, LTD.

Damon Dias

E Squared and Associates, LLC

Richard Foltyniewicz

EXE, Inc.

Sergei Kuraka

Exhibit Fair International

Melissa Skipworth

Fencing Specialists, Inc.

Donald Rodriguez

Forever Fabulash Eyelash

Molly Bergeson

Frazer Paint

Craig Boyens

GHR Capital Management

George Robinett

Global Expo Transit

Jason Gaon

Goodie Two Shoes Foundation

Nikki Berti

Grace & Wellness

Grace McKinley

Griffin, Inc.

Forrest Griffin

Grigsby Law Group, A Professional Corporation

Aaron Grigsby

Housing Help for Nevada, A Non Profit Agency

Alisa Brilman Juni

Hylander Realty Group

Patty Hylander

I.S. Enterprises, Inc.

Dianne Adkins

Investors Mortgage Corp.

Richard Anderson

JLD Corporation

Carolyn McClure Dunne

JYD Project

Jerome Williams

Kenny Breen, LLC

Kenny Breen

Koncept Innovative Law

Douglas Burda

La Piazza Restaurant & Bar

Joseph Signone

La Scala Ristorante

Gonzalo Gatica

Lakeview Terrace

Teri Stoneback

Las Vegas Asian Chamber of Commerce

Duy Nguyen

Las Vegas Museum & Organized Crime & Law Enforcement AKA Mob Museum

Johnathan Ullman

Licata Enterprises, LLC

Jody Satallante

Marnell Masonry

George Marnell

Miller & Wright, PLLC

Erika Wright

Mister Sparky

Brian Werderman

New Bethany Family Worship Center For All Nations

Deontia Atkinson

One Hour Air Conditioning & Heating

Robert Battle

Paul's Quality Auto Service

Paul Radlund

Pella Windows & Doors Southwest

Tobi Parnell

Plus Four, Inc.

Richard Bennett

Portfolio Property Management Global, LLC

Rhonda Panciro

Preferred Laminations

Tim Kinsey

Satow Goldsmiths

Steve Satow

SGBG, LLC

Barbara Garrard

Sin City Plumbing

Dawn Belcher

Sterling Field Services

Murray Fields

Techno RADS, Inc.

Sandra Harley

TNejbauer Consulting

Toni Nejbauer

Travel Associates

Sachiko Allen

United Financial Associates/Family Trust Insurance

Agnas Chan

University Medical Center Children's Hospital of Nevada at UMC

Kathleen Silver

US National Building Services

Aurora Lara

Varaluz, LLC

Ronald Henderson

The Vegas Box

Gena Marler

Virtus Commercial

Chris Emanuel

What's On, The Las Vegas Guide

Jim McGlasson

Word of Mouth Automotive

Timothy Brown

Wow PCS Business Center & Services

Emanuel Shahar

Zion Mountain Ranch

Kevin McLaws

Editorial Policy:

The *Business Voice* is a member newsletter of the Las Vegas Chamber of Commerce.

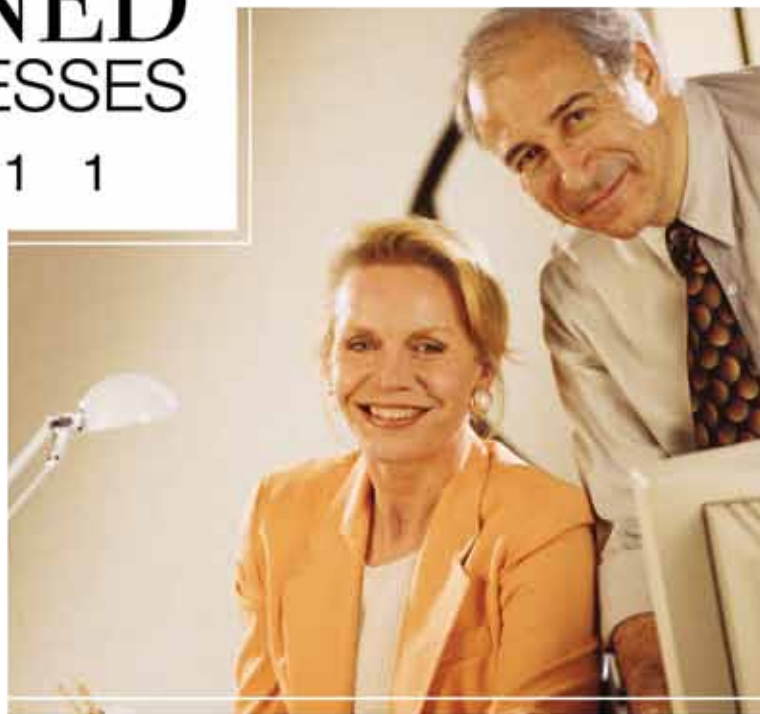
The Las Vegas Chamber of Commerce welcomes input, ideas and suggestions from our members. As with any periodical, we must adhere to strict deadlines and we reserve the right to edit all materials submitted for publication. Commentaries that are marked as such do not necessarily reflect the opinion or position of the Chamber, its trustees or employees. The Chamber cannot guarantee the validity or accuracy of the contents of paid advertisements. Questions or concerns about content of *The Business Voice* can be addressed to Vice President of Marketing, Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. South, Suite 300, Las Vegas, NV 89119.

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**FAMILY
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BUSINESSES**
2 0 1 1



NOMINATIONS Now Open!

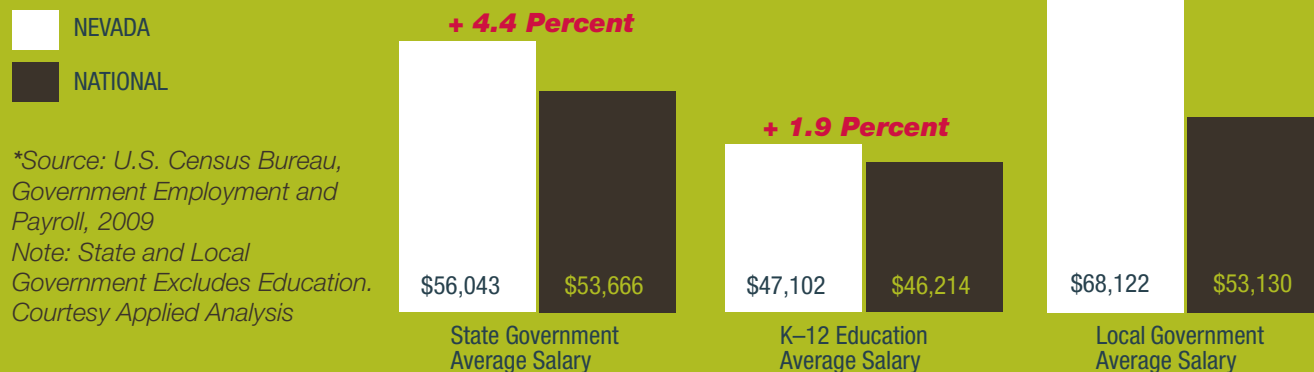
In May, *Nevada Business Magazine*, along with our corporate sponsor, Fair Anderson & Langerman, will host a very special event recognizing outstanding Family Owned Businesses. The luncheon will showcase companies throughout Southern Nevada that embody the entrepreneurial spirit of America's family owned businesses.

The ceremony will feature businesses in 10 separate categories with the winners chosen by a panel of judges. Be a part of this important market and help us honor outstanding family owned businesses. To nominate, go to www.nevadabusiness.com.

For more information about this or any of *Nevada Business Magazine's* great events, contact the magazine at **702.735.7003**.

COMPARISON OF WAGES & SALARIES*

State Government, Local Government and K-12 Education Employees



continued from page 9

It is difficult to adequately adjust public employee pay without reforming the rules governing public employee collective bargaining for state and local government employees – Nevada Revised Statutes Chapter 288. NRS 288 requires binding arbitration, shifting decision-making and budget control from the officials elected to make those decisions to an arbitrator often from outside Nevada. Binding arbitration should be eliminated and final decisions should be left with those elected to make them.

Reforming NRS 288 to allow for collective bargaining agreements to be opened in the event of a fiscal emergency would bring flexibility to managing fiscal challenges while continuing to deliver public services. Additionally, evergreen clauses in all newly negotiated collective bargaining agreements should be prohibited.

The public sector is the only part of our economy in which managers can be represented by a union. In the private sector, the National Labor Relations Act prohibits managers from being in the union of those they supervise. Nevada needs to eliminate collective bargaining for managers, and the problems associated with the conflicts involved when supervisors are unionized.

REFORM PRIORITY

Fix Public Employees' Retirement System (PERS)

Nevada's Public Employees' Retirement System (PERS) is one of the most generous public employee retirement systems in the nation due to the combination of an aggressive annual retirement benefit, favorable policies regarding when a public employee can retire and the low amount (if any) that employees are required to contribute to their own retirement, all applied to higher-than-average salaries. PERS is a defined benefit system in which a retired public employee receives a set monthly amount upon retirement, guaranteed for life, and includes a

generous cost-of-living increase each year.

PERS poses two significant and distinct problems. The system has an unfunded liability in excess of \$10 billion, up from \$6.4 billion just two years ago. Additionally, the cost of providing this benefit and attempting to contain the unfunded liability is simply too high, particularly for local government employees who typically have little or no money taken from their paychecks to help pay for their retirement.

As of July 1, PERS will require a contribution, in addition to pay, of 39.75 percent of pay for police and fire employees and 23.75 percent of pay for all other employees. Of those contributions, more than \$500,000,000 every two years is paid by taxpayers in an attempt to pay down PERS' \$10 billion unfunded liability – money that could be used to provide the services our citizens need right now.

There are several potential ways to fix PERS, but the focus should be on reducing taxpayers' cost of providing the benefit and reducing the unfunded liability. It's important to point out that any changes would only apply to new employees – those not yet hired.

Those potential methods include moving to a defined contribution system (although this option is admittedly difficult to implement), allowing our employees to participate in Social Security (we are only one of seven states in which employees don't participate) and providing a much smaller PERS benefit or provide what is often called a cash-balance program in which contributions made on behalf of each employee, plus a guaranteed return on that investment is used to purchase one in a series of optional annuities. All of these systems would allow much greater portability for employees.

Also, a key to real reform of PERS is requiring all employees to participate in funding their own retirement through payroll withdrawals.

REFORM PRIORITY

Discontinue State Retiree Health Insurance Subsidy for New Employees

State employees currently are eligible for retirement health care subsidies after only 15 years of service. This is a benefit largely unavailable in the private sector or for local government employees.

The state has not set aside money to pay for this promised benefit. Instead, the state pays the premium for retirees each month – a pay-as-you-go system. By choosing this funding method and not setting aside money when those benefits are earned, the state has created a \$4 billion unfunded liability.

In fiscal year 2009, Nevada paid \$44 million to cover this benefit for current retirees, representing just 15 percent of the \$287 million Annual Required Contribution (ARC), the third lowest contribution rate in the nation.

If Nevada continues to pay for this benefit on a pay-as-you-go basis, the \$44 million FY2009 cost will rise to approximately \$200 million in 2023 and \$600 million in 2038.

Discontinuing the retirement health insurance subsidy for new employees will reduce the unfunded liability over time, eliminating it at some point in the future.

REFORM PRIORITY

Transform K-12 System to Encourage and Reward Results

It is no secret that K-12 education in Nevada needs improvement. A recent Chamber study consolidated data on student achievement and allowed a consolidated view of our current situation – Nevada has the lowest high school graduation rate of any state in the country, too few of our students are going on to college, and while those students who take SAT and ACT tests perform closer to the nation's average scores, we have too few taking the tests and even attempting to go to college.

Education governance in Nevada is confusing at best. All Governors aspire to make improved education part of their legacy, however the reality is that our Governors have only had authority over education through the budgeting process. They have no authority to change how education is delivered. That authority rests with a myriad of boards and committees, too complicated to even attempt to explain. Oversight of education must be streamlined and Governor-led.

Our children need and deserve great teachers – and we have great teachers now. Those great teachers should be compensated for their performance. But when we grant tenure to teachers after just a year or two and virtually no teachers have, in recent years, been removed for poor performance, we also must admit that some teachers may not be

in the right profession. We need to eliminate tenure for K-12 teachers and ensure high quality teachers by requiring student improvement be a significant portion of teacher evaluations. When we find underperforming teachers, we need to give them access to best practice teacher training. Only after solid efforts to help them improve performance should sub-standard teachers be removed from the classroom. But a system that protects poor teachers at the expense of our children cannot continue.

Additionally, there should be available solutions if entire schools are not performing and parents should be able to choose which school is best for their children. Expanding opportunities through enhanced charter school programs, open enrollment and, potentially, a voucher system should be pursued. Accountability and competition may be overused words, but those concepts provide potential improvement, particularly when our school districts encompass entire counties.

And we need to eliminate social promotion of students, making sure that our children are prepared to advance to the next grade. Students who are advanced despite not being prepared stand a strong chance of never being able to recover. Making sure students are ready for the next grade level is a key component of improving graduation rates.

REFORM PRIORITY

Retool Higher Education for Nevada's Future

Nevada's higher education system's funding is centered around the number of students enrolled at each institution. As a result, each school has a strong incentive to enroll as many students as possible, regardless of whether the school is a good fit for a student that will result in the student graduating. This is a waste of both the student's and taxpayers' money. In addition, the per pupil funding system makes it difficult for our research universities to provide advanced, and expensive, programs that are necessary to generate advanced research that will fuel new companies and jobs.

This entire funding structure needs to be rethought. Currently, additional tuition dollars generated by the higher education institutions are not kept within the higher education system. We need to rethink that policy. Our higher education schools need to be incented to be entrepreneurial, to work in cooperation, to place students where they best fit, and to be aligned with our economic development plans.

And our higher education system needs to focus on graduating students, particularly in degrees we most need in Nevada, not simply attracting a large number of freshman students to campuses. The mission of each institution should be clearly defined, a plan for continued improvement clearly articulated, and results clearly measured.

Reform will not be easy. But fixing these problems now is necessary in order for Nevada to take full advantage of the possibilities for a vibrant future.

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Chairman's Message...continued from page 3

Chamber, take a few minutes to engage in the process.

In addition to regular communication via e-mail and *The Business Voice*, you can receive the most up-to-date legislative information by joining the Chamber's Facebook page and by following us on Twitter. Visit LVChamber.com to subscribe. For questions or inquiries regarding the legislative session, please contact Paul Moradkhan, manager of government affairs at pmoradkhan@LVChamber.com or call 702.641.5822.

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RELATIONSHIP NETWORKING:

Looking for new ways to build human connections

By Dave Archer, CEO, Nevada's Center for Entrepreneurship and Technology (NCET)

While I'm a big advocate of establishing ties built from everything from one-on-one handshakes to multiple-use social media forums, there's something to be said for the unique underpinnings of human connections. We all prefer the company of people we like and trust to those we don't know, or don't particularly "click" with. These are the people we think of first when we're filling an open position, providing referrals or partnering in new business ventures.

Here are some examples for how you can begin building or enhancing your personal networks with like-minded individuals and better develop your relationship networking skills:

LOOK FIRST TO YOUR EXISTING FAMILY, FRIENDS & BUSINESS CONNECTIONS

When you're looking for information, a personal introduction or a referral, start with your existing circle of friends and business associates. Consider the "six degrees of separation" theory. Chances are, you already know people who know

people who know even more people and can give you a better chance of successfully connecting.

LOOK FOR QUALITY RATHER THAN QUANTITY

Have you ever been struck by a "hit and run" networker? They deliver a canned sales pitch while scanning the room, ask for a business card exchange, and then quickly move to their next prospect. A more effective approach would be to seek out and meet people you actually have something in common with and have a real, if brief, conversation. Look for networking events that bring together people with common interests, or where the organizers focus on making appropriate introductions.

TALK ABOUT THINGS OTHER THAN BUSINESS

Getting to know people on a personal level establishes a sense of familiarity and trust and a feeling that you actually "know" someone. Look for important traits such as compatible business philosophies and work ethic, similar senses of humor and common interests inside and outside of work.

So where can you go to develop your relationship networks? Here are some obvious and not-so-obvious places to consider:

- Industry-specific networking functions/events
- Committee/volunteer work in your industry or a related industry

- Health club or sporting team
- School, neighborhood or alumni organizations
- Your child's or grandchild's PTA or sporting events

How do you establish new relationships without coming across as someone just interested in securing a business deal?

1. Listen more than talk.
2. Look for ways to benefit the other person – perhaps there's an introduction you can make or a lead you can provide.
3. Don't set a mental timeline for when a relationship should "pay off." The idea is to network with an eye toward finding shared ideals and interests while subtly assessing the potential for future business.

Here's how to make the most of existing relationships:

As long as you regularly keep in touch with friends and colleagues, people won't feel like you're taking advantage of them when you eventually broach business. It's perfectly acceptable – and savvy – to make the following requests:

"I'm looking to take on an additional client or two. Do you happen to know anyone looking for XYZ services?"

"I'd really like the opportunity to meet John Doe. Would you mind giving me an introduction?"

"I'm trying to get word out about

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1940-1941. The Chamber, along with Senator Pat McCarran, engineered a deal with the U.S. Army to house the Las Vegas Army Air Corps Gunnery School. Another federal project was launched by the discovery of a manganese deposit in Nye County, which led to creation of the Basic Magnesium plant, located in what is now Henderson, Nevada, and employing more than 13,000 workers.

As the Great Depression eventually wound to a close in the late 1930s and early 1940s, Las Vegas was able to parlay its pre-war, mid-war and post-war efforts into viable growing business ventures and profitable industries. Tourism campaigns brought in visitors to both the city and the Dam; the gunnery school promoted construction of Nellis Air Force Base; McCarran International Airport began to grow; and small communities such as Henderson and Boulder City, which came into existence to support workers at Basic and the Dam, began to flourish into small suburbs. Despite the slow recovery of the rest of the nation, in the post-war, post-Depression decade, Las Vegas transformed itself to take advantage of the next wave of prosperity.

Relationship Networking ...continued from page 28

our new product launch. Would you forward the attached press release to friends and colleagues you think would be interested?"

While we all learn to "get along" with people we don't particularly care for on a personal level to ensure the success of smooth business interactions (i.e. cubicle sharing and committee work) the potential for building new long-term business is far greater with people you know and like as compared to people you don't.

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